

# TRŽIŠTE RADA U SEKTORU TURIZMA KROZ PRIZMU RODNE RAVNOPRAVNOSTI

*Danka Curaković<sup>1</sup>*

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## *Apstrakt*

*Tržište rada i dalje teži dostizanju punog stepena rodne ravnopravnosti, pa je stoga predmet ovog rada rodna ravnopravnost na tržištu rada u sektoru turizma, kao sektora u kome dominira ženska radna snaga. Cilj rada predstavlja istraživanje pojedinih indikatora rodne ravnopravnosti na tržištu rada u turističkom sektoru u Srbiji. Kako bi se postigao ovaj cilj prvobitno je istraživana postojeća domaća i strana literatura, te potom vršeno empirijsko istraživanje kvantitativnih pokazatelja rodne ravnopravnosti. Istraživanje, vršeno anketnim upitnikom, obuhvatilo je 223 žena i muškaraca zaposlenih u sektoru turizma. Istraživanjem je ispitivano postojanje razlike između zaposlenih muškaraca i žena prema dostignutom stepenu obrazovanja, vrsti radne pozicije i diskriminaciji na radu. Upitnikom su ispitivani i stavovi muškaraca i žena u vezi rodne ravnopravnosti na radu. Rezultati istraživanja ukazuju na postojanje rodne neravnopravnosti među zaposlenim u turističkoj privredi. Zaključak istraživanja upućuje na naučni i praktični doprinos temi rodne ravnopravnosti na tržištu rada.*

***Ključne reči:*** tržište rada, sektor turizma, rodna ravnopravnost, muškarci i žene.

***JEL:*** J16, Z3

## **Uvod**

Određeni obrasci zapošljavanja klasifikuju turizam kao žensku industriju. Najveći udeo radne snage u turističkom sektoru na globalnom nivou čine žene (Baum, 2013; Globalni izveštaj o ženama u turizmu, 2019). Međutim, njihova pozicija je daleko od idealne. Turistički radnici, bez obzira na pol, se suočavaju sa brojnim izazovima pristojnog rada, koji uključuju visoku učestalost neformalnih radnih odnosa, nesigurnost pri zapošljavanju, ograničene mogućnosti za napredovanje, ograničenu autonomiju radnog mesta, ograničenu socijalnu zaštitu i loše uslove rada (ILO Guidelines on Decent Work and Socially Responsible Tourism, 2017; Winchenbach et al., 2019), kao i niže plate od radnika u drugim sektorima (Brandt, 2018; Casado-Díaz, Simon, 2016; Lillo- Bañuls, Casado-Díaz, 2015;

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<sup>1</sup> Danka Curaković, doktorand, Univerzitet u Novom Sadu, Prirodno-matematički fakultet, Trg Dositeja Obradovića 3, Novi Sad, Srbija; turistički inspektor, Ministarstvo trgovine, turizma i telekomunikacija, Omladinskih brigada 1, Beograd – Novi Beograd, Srbija; Telefon: +381 64 2446144, E-mail: [danka.curakovic@gmail.com](mailto:danka.curakovic@gmail.com)

Silva, Guimarães, 2017). Većinsko učešće ženske radne snage u sektoru turizma znači da je veća verovatnoća da će se žene suočiti sa neadekvatnim radnim uslovima.

Žene u Republici Srbiji su i dalje ekonomski zavisne od muškaraca, čime se umanjuje njihov položaj i značaj u domaćinstvu i široj društvenoj zajednici. Prema podacima za 2019. godinu, 11,1% žena je nezaposleno, naspram 9,8% muškaraca, dok je stopa neaktivnosti žena, čak 52,9%, naspram 37,3% muškaraca, i to najčešće zbog brige o deci i starijim članovima porodice, kojima je potrebna nega (Ivanov, 2020). U svakom regionu sveta, žene neproporcionalno mnogo više rade neplaćene poslove u kući i poslove u vezi nege dece u odnosu na muškarce (International Labour Organization, 2018). Takođe, žene su još uvek u velikoj meri nedovoljno zastupljene u rukovodećim pozicijama, a postoje i izveštaji o značajnim rodnim razlikama u izboru posla, novčanim beneficijama, razvoju zaposlenih, preduzetništvu i pristupu imovini, finansijama i vlasništvu nad prirodnim resursima (Kieran et al., 2015; International Labor Organization, 2016; Seguino, 2016; Cuberes et al., 2019; Morsi, 2020).

Ovaj rad ima za cilj da kroz istraživanje indikatora rodne ravnopravnosti na tržištu rada u sektoru turizma da svoj doprinos istraživanjima na ovu temu. Rad je podeljen u nekoliko delova. Kroz pregled literature postavljene su hipoteze istraživanja. Naredni odeljci se bave metodologijom istraživanja, rezultatima i diskusijom dobijenih rezultata, dok je završni deo ovog rada rezervisan za zaključke sa ograničenjima studije i preporukama za buduća istraživanja.

### **Pregled literature**

U sektoru turizma dominira ženska radna snaga. Svetska turistička organizacija izveštava da žene čine 54% zaposlenih u turizmu na globalnom nivou, a u mnogim zemljama stopa zaposlenosti žena u turizmu je iznad prosečne stope ostalih sektora (Global Report on Women in Tourism, 2019). Međutim, iako žene predstavljaju većinu turističkih radnika one su, uglavnom, gurnute na niže pozicije, nedovoljno su zastupljene na višim rukovodećim pozicijama, zarađuju manje od muškaraca, imaju nesigurnije poslove i slično (Baum, 2013; Global Report on Women in Tourism, 2019; Hutchings, Moyle, Chai, Garofano, Moore, 2020). Turizam ima potencijal da osnaži žene, ali zapošljavanje u turizmu nije izolovano od tržišta rada (Jackman, 2022), pa sposobnost turizma da olakša ekonomsko osnaživanje žena i promoviše rodnu ravnopravnost u velikoj meri zavisi od toga koliko su rodne norme duboko ugrađene u društveni, politički i pravni pejzaž (Monney, 2018). Čak i u najrazvijenijim ekonomijama, kvalitet posla u turizmu se razlikuje između muškaraca i žena, s tim što žene trpe rodnu diskriminaciju, tako što imaju lošije uslove rada u odnosu na svoje muške kolege (Santero-Sanchez, Segovia-Pérez, Castro-Núñez, Figueroa-Domecq, Talón-Ballester, 2015; Baum, 2015). Koncentracija žena u uslužnom sektoru i posebno,

na niskokvalifikovanim poslovima u okviru ovog sektora dovela je do tzv. „postindustrijskog proletarijata”, koji je posebno ranjiv na eksploataciju (Abrantes, P., Abrantes, M., 2014).

Prvi globalni izveštaj o ženama u turizmu (Global Report on Women in Tourism, 2011) utvrdio je da žene čine veliki deo formalne radne snage u turizmu; da su dobro zastupljene na poslovima na nivou usluga i službenika, ali da su slabo zastupljene na profesionalnim nivoima, te da žene u turizmu obično zarađuju 10% do 15% manje od svojih muških kolega. Međunarodna kancelarija rada je isto tako, pre više od jedne decenije, istakla izazove sa kojima se suočavaju žene na radnim mestima u hotelskoj industriji, pri čemu je zabeležila sledeće: „razlika između kvalifikacija i radnog mesta se uočava na primeru žena, koje čine 60-70% radne snage, pri čemu postoji tendencija da nekvalifikovane i polukvalifikovane osobe ženskog pola rade na najugroženijim poslovima, gde je velika verovatnoća da će iskusi gore uslove rada, imati nejednake mogućnosti ili biti izložene nasilju, eksploataciji, stresu i seksualnom zlostavljanju” (Baum, Wolfgang, 2010). Međutim, u poslednjih deset godina došlo je do suštinskih promena, koje se odnose na postojanje veće svesti o pitanjima rodne ravnopravnosti; pojačanoj zaštiti žena u turizmu; ulaganju napora da se uhvati u koštac sa jazom u platama između polova u sektoru i sve se više poklanja pažnje rešavanju prava žena na zapošljavanje (Global Report on Women in Tourism, 2019).

Tržište rada i dalje je podeljeno na ženske i muške poslove, a ženama je otežan pristup rukovodećim pozicijama (Ahrens, Scheele, 2021). Uslužni sektor je polarizovan na poslove sa visokom i niskom kvalifikacijom (Blackburn et al. 2002), koji zahtevaju attribute koji se stereotipno označavaju kao ženski, kao što su na primer briga i negovanje (Anker 1997; Charles, Grusky 2004; Estevez-Abe 2005). Pol uslovljava strukturu zanimanja u hotelima, što stvara vertikalnu podelu rada, prema kojoj žene uglavnom prihvataju poslove sa lošijim platama i radnim uslovima od muškaraca, i horizontalnu podelu rada, prema kojoj su žene koncentrisane na najniže plaćenim poslovima (Huete, Brotons, Sigüenza, 2016). Rodna podela uloga, se iz porodične sfere preslikava na profesionalnu, pa žene češće nego muškarci, obavljaju poslove spremanja, čišćenja, pranja, peglanja i slično, dok se muškarci, češće od žena, regrutuju za poslove bel-boja, vozača, čuvara, nosača, poslove transporta i slično. Žene se takođe, češće od muškaraca nalaze na poslovima turističkih vodiča, domaćica hotela, agenata prodaje u turističkim agencijama i drugo. Iako većina žena zaposlenih u hotelskoj industriji smatra da rod nije važan za obavljanje delatnosti u hotelijerstvu i da se prilikom regrutovanja novih kadrova ne uzima u obzir rodna pripadnost, istraživanje rodne ravnopravnosti u turističkom sektoru u Vojvodini (Srbija) ipak potvrđuju stereotipe, pa tako čak 83% ispitanica smatra da neki poslovi više odgovaraju muškarcima (konobar, stolar, bravar, električar, šofer, obezbeđenje), a drugi ženama (kuvarica, sobarica, hotelska domaćica, spremačica, recepcionerka) (Garača, Vukosav, Curaković, Bradić, 2020).

Istraživanja o rodnoj ravnopravosti na radu navode da u većini sektora rukovodeće pozicije i dalje drže stariji muškarci, dok mnoge karijere žena stagniraju na srednjim menadžerskim pozicijama (Jyrkinen, 2014). Izveštaj Svetskog ekonomskog foruma o globalnom rodnom jazu (Global Gender Gap Report; 2018) procenjuje da će biti potrebne 202 godine da se postigne rodna ravnoteža u salama za sastanke. Generalno, muškarci i dalje dominiraju većinom odbora kompanija širom sveta (Freund, Hernandez-Maskivker, 2021). Brojčana superiornost žena na turističkim pozicijama ne odražava se u tehničkom rukovodstvu ili menadžmentu sektora (Baum, 2013). Žene su nedovoljno zastupljene na izvršnim nivoima, a one koje jesu na izvršnim poslovima, pretežno su zaposlene u mikroorganizacijama i sopstvenim preduzećima (Morgan, Pritchard, 2019). U međunarodnom ugostiteljstvu žene i dalje zauzimaju manje od 40% svih rukovodećih i nadzornih funkcija, od čega manje od 20% u generalnom menadžmentu, identifikovane su kao vlasnice u manje od 20% ugostiteljskih objekata i samo oko 10% kao vlasnice hotela širom sveta, i čine između 5% i 8% članova korporativnog odbora hotelijerskih preduzeća (Obadić, 2016). Istraživanje sprovedeno u Španiji, jednoj od najrazvijenijih turističkih destinacija, govori da žene zaposlene u smeštaju, turističkim agencijama, turoperatorima i vazдушnom saobraćaju čine 57% od ukupnog broja radnika u ove tri industrije, ali samo trećinu visokorangiranih pozicija zauzimaju žene, a samo 3% žena postaju izvršni direktori turističkih kompanija (Hosteltur, 2019). Istraživači, organizacije i pojedinci često se pozivaju na stakleni plafon nevidljivih barijera, koje sprečavaju žene da se podignu na vrh rukovodećih pozicija, uprkos tome što imaju veštine, iskustvo i kvalifikacije jednake muškim kolegama (Hutchings, Moyle, Chai, Garofano, Moore, 2020).

Još pre više od 20 godina istraživanja su ukazivala i na značajne razlike u prihodima, između muškaraca i žena zaposlenih u turističkom sektoru, prema kojima su žene zarađivale manje od svojih muških kolega (Biswas, Cassell, 1996; Purcell, 1996; Sparowe, Iveson, 1999). Iako se sa protokom vremena razlika između polova smanjuje, ona i dalje ostaje važan faktor nejednakosti na tržištu rada. Žene se i dalje susreću za manjim zaradama za rad iste ili slične vrednosti u odnosu na muškarce. Kasnija istraživanja, takođe ukazuju da pored toga što žene zauzimaju više radnih mesta u hotelijerstvu i dalje zarađuju manje (Baum, 2013), te da su veće razlike u platama između muškaraca i žena na istim ili sličnim pozicijama (Evers, Sieverding, 2014). Ipak, ohrabrujuća je činjenica da je, ipak razlika u platama među polovima u turizmu niža, nego u ostalim industrijama (Global Report on Women in Tourism, 2019).

Usled lošijih osnovnih pokazatelja na tržištu rada, kao i relativno nižih zarada u odnosu na muškarce, koje su delimično posledica i diskriminacije, žene sačinjavaju apsolutno najširu ranjivu grupu, odnosno najbrojniju grupu, čiji članovi imaju osetljiv položaj na tržištu rada (Aleksić, Vuksanović, 2017). Prema Kolinu (2009) Srbija pripada zemljama sa visokim stepenom rodne

neravnopravnosti na tržištu rada koji karakteriše: opadajuća stopa aktivnosti žena i visoka stopa nezaposlenosti; ekstremno nizak stepen zastupljenosti žena na rukovodećim pozicijama, dobro plaćenim i prestižnim poslovima; nasleđeni stereotipi u izboru zanimanja, te podela na „muška” i „ženska” zanimanja; visok udeo žena bez redovnih ličnih prihoda; niže zarade žena u poređenju sa zaradama muškaraca; duže čekanje na posao; visok rizik od siromaštva; težak položaj marginalizovanih grupa žena; ozbiljna eksploatacija ženskih resursa u privatnom domenu i težak teret reproduktivne uloge; patrijarhalno nasleđeni obrasci o mestu žene u porodici i društvu, održavanje tradicionalizma i u modernim uslovima i drugo. Istraživanje domaćih autora o rodnom nejednakostima zaposlenih u sektoru turizma ukazuje da žene, iako preovlađuju u ukupnom broju zaposlenih zauzimaju niže radne pozicije, zarađuju manje, te njihove zarade sporije rastu od zarada muškaraca (Garača et al., 2019; Garača, Vukosav, Curaković, Bradić, 2020). Prema istom istraživanju, udeo visokoobrazovanih žena tokom čitavog perioda posmatranja bio je veći od udela visokoobrazovanih muškaraca, no i pored toga njihov broj na rukovodećim pozicijama bio je manji u odnosu na muškarce.

Na osnovu napred navedenog, postavljeno je nekoliko hipoteza:

H1 - Žene u sektoru turizma imaju viši nivo obrazovanja od svojih muških kolega.

H2 - Žene u sektoru turizma su zaposlene na nižim radnim pozicijama u odnosu na muškarce.

H3 - Žene u sektoru turizma su češće izložene diskriminaciji na radnom mestu nego muškarcima.

H4 - Stavovi u vezi rodne ravnopravnosti na radu se razlikuju u odnosu na pol.

### **Metodologija istraživanja**

Istraživanje je vršeno online anketnim upitnikom, koji je kreiran korišćenjem Google forms i distribuiran na e-mail adrese i preko Facebook grupa zaposlenima u privrednim društvima iz oblasti turizma. Istraživanje je obuhvatilo uzorak od 223 ispitanika zaposlenih na različitim pozicijama. Anonimnost ispitanika je bila zagarantovana. Istraživanje je sprovedeno u periodu od juna do septembra 2019. godine, što ujedno predstavlja poslednju godinu pre kovid pandemije, kada tržište rada u sektoru turizma nije bilo pogođeno velikom krizom. Uzorkom su obuhvaćeni ispitanici svih starosnih dobi, koji su u trenutku anketiranja bili u radnom odnosu u organizacijama turističke privrede vrste: ugostiteljski objekti za smeštaj i ishranu; turističke organizacije na svim nivoima; turističke agencije; organizacije za prevoz putnika u turizmu; turistički vodiči i turistički pratilci. Socio-demografske karakteristike ispitanika prikazne su u tabeli 1.

Anketni upitnik sastojao se od pitanja podeljenih u četiri celine: opšta pitanja, kojima se definišu socio-demografske karakteristike ispitanika; pitanja u vezi trenutnog zaposlenja, kojima se definišu karakteristike i specifičnosti uslova rada

ispitanika; pitanja kojima se istražuju stavovi ispitanika u vezi doživljenih diskriminacionih iskustava na radnom mestu i pitanja koja se odnose na istraživanje stavova o rodnoj ravnopravnosti.

Tabela 1. Socio-demografska struktura ispitanika (n =223)

Ukupno		Frekvencije	Procenti (%)
Pol	Muškarci	77	34,53
	Žene	146	64,47
Godine	≤24	15	6,7
	25-34	106	47,5
	35-44	68	30,5
	45-54	18	8,1
	55-64	15	6,7
	65+	1	0,4
Novo obrazovanja	Srednja škola	23	10,3
	Viša škola	33	14,8
	Fakultet	122	54,7
Vrsta radna pozicija	Operativni poslovi	108	48,4
	Operativni menadžment	24	10,8
	Srednji menadžment	37	16,6
	Viši menadžment	54	4,22

Izvor: Istraživanje autorke.

U analizi rezultata dobijenih na osnovu sprovedenog empirijskog istraživanja korišćena je statistička analiza podataka pomoću programa SPSS 23.0. Prilikom obrade podataka korišćeni su sledeći metodološki postupci: aritmetička sredina, standardna devijacija, frekvencije i procenti; zatim parametrijska tehnika T-test-a za nezavisne uzorke, kojim je vršeno testiranje značajnosti razlika između aritmetičkih sredina posmatranih pojava i neparametrijske tehnike: Hi-kvadrat test, Kolmogorov-Smirnov i Šapiro-Vilk test.

### Rezultati istraživanja i diskusija

Podaci prikazani u tabeli 2 pokazuje da više od polovine ispitanika (54,7%) poseduje visoko obrazovanje, a čak 20,2% spada u grupu sa završenim postdiplomskim studijama (master, magistar, integrisane i doktorske studije); 14,8% ima završenu višu školu, a svega 10,3% završenu srednju školu. Ni jedan ispitanik se nije izjasnio da ima završenu samo osnovnu školu. Veliki broj zaposlenih sa nižim stručnim spremama, naročito iz sektora smeštaja i ishrane, koji čini i najveći broj zaposlenih u turizmu (82459 zaposlena u sektoru smeštaja i ishrane u odnosu na 4782 zaposlena u delatnostima putničkih agencija, tur-operatora i rezervacija - Saopštenje ZP22-G; 2020.), nije uzeo učešće u anketiranju

u anketiranju, iz razloga što njihova radna mesta ne uključuju korišćenje računara odnosno službene elektronske pošte, preko koje je vršeno anketiranje.

Tabela 2. Krostabulacija muških i ženskih ispitanika i nivoa obrazovanja

			Nivo obrazovanja				Ukupno
			srednja škola	viša škola	fakultet, akademija, osnovne strukovne studije	master, magistar, integrisane studije, doktorske studije	
Pol	Muški	Frekvencije	7	13	44	13	77
		Procenti (%)	9,1	16,9	57,1	16,9	100,0
	Ženski	Frekvencije	16	20	78	32	146
		Procenti (%)	11,0	13,7	53,4	21,9	100,0
Ukupno		Frekvencije	23	33	122	45	223
		Procenti (%)	10,3	14,8	54,7	20,2	100,0

Izvor: Istraživanje autorke.

Podaci dalje ukazuju da, kada je reč o nivou dostignutog obrazovanja, nema značajne razlike između muških i ženskih ispitanika. Naime, praktično je isti odnos rezultata, kada je u pitanju stečen nivo obrazovanja, što potvrđuje rezultat hi-kvadrat testa u tabeli 3 ( $\chi^2(3, N = 223) = 1,28, p = ,74$ , dakle p vrednost je znatno iznad,05, čime se hipoteza H1, prema kojoj žene u sektoru turizma imaju viši nivo obrazovanja od svojih muških kolega, odbacuje.

Tabela 3. Hi-kvadrat test - nivo obrazovanja muških i ženskih ispitanika

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,277	3	,735
Likelihood Ratio	1,291	3	,731
Linear-by-Linear Association	,136	1	,712
N of Valid Cases	223		

Izvor: Istraživanje autorke.

Ukoliko posmatramo vrstu radne pozicije (Tabela 4) najveći broj ispitanika zaposlen je na pozicijama u kategoriji operativnih poslova, zatim slede više menadžerske pozicije, srednji menadžment, te operativni menadžment.

Tabela 4. Krostabulacija muških i ženskih ispitanika i radne pozicije

		Vrsta radne pozicije				Ukupno
		operativni poslovi	operativni menadžment	srednji menadžment	viši menadžment	

Pol	Muški	Frekvencije	28	8	14	27	77
		Procenti (%)	36,4	10,4	18,2	35,1	100,0
	Ženski	Frekvencije	80	16	23	27	146
		Procenti (%)	54,8	11,0	15,8	18,5	100,0
Ukupno	Frekvencije		108	24	37	54	223
	Procenti (%)		48,4%	10,8%	16,6%	24,2%	100,0%

Izvor: Istraživanje autorke.

Hi-kvadrat analizom (*Tabela 5*) ustanovljeno je postojanje asocijacije između varijabla pol i radna pozicija ( $\chi^2$  (3, N = 223) = 9,45, p =,02), odnosno pokazano je da na datom uzorku zaposlenih, pol nije nezavisan od kategorije radne pozicije. Detaljnijom analizom odnosa relativnih frekvenci može se uočiti da je preko polovine (54,8%) pripadnica ženskog pola zaposleno na poslovima operativnog tipa (dakle, najniže rangiranih radnih mesta), dok je u okviru pripadnika muškog pola, njih nešto preko trećine (36,4%). Na pozicijama u okviru operativnog i srednjeg menadžmenta podjednako su zastupljeni ženski i muški ispitanici (11% žena i 10,4% muškaraca, koji rade na pozicijama operativnog menadžmenta; 15,8% žena i 18,2% muškaraca na pozicijama srednjeg menadžmenta). Konačno, više od trećine (35,1%) muških ispitanika radi na višim menadžerskim pozicijama, dok je to slučaj kod svega 18,5% ispitanica. Ovim je potvrđena hipoteza H2, prema kojoj su žene u sektoru turizma zaposlene na nižim radnim pozicijama u odnosu na svoje muške kolege. Prikazani rezultati ukazuju i da žene daleko manje od muškaraca dospevaju na najviše menadžerske pozicije, što implicira postojanje barijera prilikom napredovanja u karijeri, a što bi moglo biti predmet nekog budućeg istraživanja, naročito ako imamo u vidu da brojnost žena u sektoru turizma i stepen njihovog obrazovanja nisu faktori prepreka.

**Tabela 5. Hi-kvadrat test - povezanost pola i radne pozicije**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	9,448	3	,024
Likelihood Ratio	9,333	3	,025
Linear-by-Linear Association	9,197	1	,002
N of Valid Cases	223		

Izvor: Istraživanje autorke.

Iskustva o rodnoj neravnopravnosti na radu ispitivana kroz osam tvrdnji, postavljenih na osnovu literature i prakse, a po uzoru na istraživanje sprovedeno u susednoj Hrvatskoj (Kamenov, Galić, 2011) prikazana su u tabeli 6. Tvrdnje označavaju diskriminaciona iskustva koja se najčešće sreću na tržištu rada. Ispitanici su odgovarali da li se i koliko često određena tvrdnja odnosi na njih.



Analiza podataka prema polu o diskriminacionim iskustvima na radnom mestu pokazuje razlike između muškaraca i žena. Ipak, ohrabruju podaci koji pokazuju da se značajan procenat oba pola izjašnjavao da se navedene tvrdnje ne odnose na njih. Takođe se uočava da značajan procenat ispitanika oba pola navodio da nikada nije doživeo neki od oblika diskriminacije na radnom mestu, a koje su ovim tvrdnjama označene.

Tabela 6. Deskriptivna statistika diskriminacionih iskustva ispitanika na radnom mestu

Tvrdnje	Pol	Ne odnosi se na mene	Nikada	Da, jednom	Da, nekoliko puta	Da, često
Nisam primljen/a na posao	Muški	25	19	7	22	4
	%	32,5	24,7	9,1	28,6	5,2
	Ženski	36	36	25	45	4
	%	24,7	24,7	17,1	30,8	2,7
Dobio/la sam manju platu od kolege/koleginice koja obavlja isti posao	Muški	18	25	11	12	11
	%	23,4	32,5	14,3	15,6	14,3
	Ženski	24	38	32	34	18
	%	16,4	26,0	21,9	23,3	12,3
Na poslu mi je uskraćeno usavršavanje	Muški	24	31	3	8	11
	%	31,2	40,3	3,9	10,4	14,3
	Ženski	31	64	12	15	24
	%	21,2	43,8	8,2	10,3	16,4
Onemogućeno mi je napredovanje na višu poziciju	Muški	25	27	6	9	10
	%	32,5	35,1	7,8	11,7	13,0
	Ženski	35	55	21	15	20
	%	24,0	37,7	14,4	10,3	13,7
Na poslu sam doživeo/la uvredljive komentare/verbalno nasilje	Muški	10	32	10	16	9
	%	13,0	41,6	13,0	20,8	11,7
	Ženski	19	64	27	30	6
	%	13,0	43,8	18,5	20,5	4,1
Na poslu sam doživeo/la seksualno uznemiravanje	Muški	12	57	4	3	1
	%	15,6	74,0	5,2	3,9	1,3
	Ženski	24	97	14	9	2
	%	16,4	66,4	9,6	6,2	1,4
Na poslu sam doživeo/la fizičko nasilje	Muški	12	56	5	4	0
	%	15,6	72,7	6,5	5,2	0,0
	Ženski	21	120	1	4	0
	%	14,4	82,2	0,7	2,7	0,0
Da li ste na radnom mestu iskusili nejednak tretman u poređenju sa drugim zaposlenima zbog toga što ste muškarac/žena	Muški	8	48	6	12	2
	%	10,4	63,6	7,8	15,6	2,6
	Ženski	21	72	15	32	6
	%	14,4	49,3	10,3	21,9	4,1
Dobio/la sam otkaz	Muški	15	43	14	4	1
	%	19,5	55,8	18,2	5,2	1,3

Izvor: Istraživanje autorke.

Analiza podataka prema polu o diskriminacionim iskustvima na radnom mestu pokazala je razlike između muškaraca i žena. Žene češće od muškaraca navode da

nisu primljene na posao. Sa druge strane muškarci češće navode da su dobili otkaz. Žene češće od muškaraca navode da su dobile manju platu od kolege/koleginice za isti posao. Kada je reč o uskraćivanju usavršavanja na radu, nema značajnih razlika između muškaraca i žena, ali je zato dvostuko veći procenat žena, nego muškaraca naveo da im je bar jednom onemogućeno napredovanje. Ipak, približno je jednak udeo muškarac i žena, koji navode da im je nekoliko puta ili često onemogućeno napredovanje na veću poziciju. Analiza dalje pokazuje da su žene češće od muškaraca, bar jednom doživele uvredljive komentare, ali su zato muškarci češće navodili da su doživeli negativne komentare. Izrazito veliki procenta i muškaraca (45,3%) i žena (43,1%) imao je iskustva sa verbalnim nasiljem na radnom mestu. Seksualno uznemiravanje na radnom mestu skoro dvostruko više doživljavaju žene, dok su fizičkom nasilju češće izloženi muškarci. Žene, češće od muškaraca navode da su imale nejednak tretman zbog pripadnosti ženskom polu. Ovom analizom možemo delimično potvrditi hipotezu H3, prema kojoj su žene češće od muškaraca izložene diskriminaciji na radnom mestu, imajući u vidu da su pojedinim aspektim diskriminacije muškaci izloženi češće nego žene.

U okviru istraživanja stavova u vezi rodne ravnopravnosti na radu analizirano je 15 zadatih tvrdnji (*Tabela 7*), koje su sačinjavale skalu rodne ravnopravnosti u vezi sa radom. Odgovori su takođe davani na istovetnoj petostepenoj Likertovoj skali. Dvanaesta po redu tvrdnja, čiji je iskaz u suprotnom smeru od ostalih, je najpre redukovana (dakle odgovori 1 i 2 se tretiraju kao 4 i 5 i obrnuto). Izračunat je prosečni skor za svakog ispitanika na ovoj skali.

<b>Tvrdnje</b>	<b>M</b>	<b>SD</b>	<b>Varijansa</b>
1. Muškarci se lakše zapošljavaju nego žene	2,86	1,228	1,508
2. Najbolje plaćeni poslovi uglavnom su namenjeni muškarcima.	3,01	1,243	1,545
3. Za obavljanje istog posla žene su manje plaćene od muškaraca.	2,83	1,216	1,478
4. Žene češće dobijaju otkaz nego muškarci.	2,73	1,260	1,587
5. Žene češće doživljavaju seksualno uznemiravanje na poslu nego muškarci.	3,94	1,129	1,275
6. Sposobnost žena na poslu se češće potcenjuje nego sposobnost muškaraca.	3,25	1,273	1,621
7. Intelektualni poslovi bolje, „leže“ muškarcima	1,82	1,037	1,076
8. Žene često pod izgovorom traženja ravnopravnosti zapravo traže posebne povlastice.	2,62	1,164	1,354
9. Muškarci su sposobniji u donošenju važnih odluka.	2,18	1,196	1,430
10. Žene su sklone preuveličavanju problema.	2,92	1,262	1,593
11. Muškarci su bolji menadžeri od žena.	2,09	1,093	1,194

12. Žene su jednako posvećene svom poslu kao i muškarci.	1,81	1,095	1,199
13. Muškarci ne pristaju da rade za tako nisku platu kao žene.	2,91	1,293	1,673
14. Žene uglavnom dobijaju manje priznanja za svoj rad od muškaraca.	3,02	1,306	1,707
15. Muškarcima je važnija karijera nego što je to ženama.	2,49	1,269	1,611

Tabela 7. Stavovi zaposlenih o pitanjima rodne ravnopravnosti na radu

Izvor: Istraživanje autorke.

\*Objašnjenje: M-aritmetička sredina; SD-standardna devijacija

Viši skor ukazuje na veći stepen rodno neravnopravnih ili stavova koji ukazuju na veći doživljaj postojanja rodne neravnopravnosti na radnom mestu. Tako ispitanici najviši stepen neravnopravnosti na radu nalaze u tvrdnjama da žene češće doživljavaju seksualno uznemiravanje na poslu nego muškarci, da se sposobnost žena na poslu češće potcenjuje, nego sposobnost muškaraca, da žene uglavnom dobijaju manje priznanja za svoj rad od muškaraca, te da su najbolje plaćeni poslovi uglavnom namenjeni muškarcima. Najmanji stepen slaganja ispitanici imaju sa tvrdnjama da su žene jednako posvećene svom poslu kao i muškarci, da intelektualni poslovi bolje „leže” muškarcima, te da su muškarci bolji menadžeri od žena.

S obzirom na to da se odgovori normalno raspodeljuju i kod muških i kod ženskih ispitanika, na šta nam ukazuje Kolmogorov-Smirnov test (*Tabela 8*), kao i da je ispunjen preduslov homogenosti varijansi ( $F=,00$ ,  $p=,99$ ) sproveden je parametrijski test razlika između odgovora muških i ženskih ispitanika, odnosno t-test za nezavisne uzorke (*Tabela 9*).

Tabela 8. Test normalnosti

	Pol	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistic	df	Sig.	Statistic	df	Sig.
Tvrdnje 15 skor	Muški	,113	77	,016	,973	77	,100
	Ženski	,063	146	,200*	,989	146	,293

Izvor: Istraživanje autorke.

Tabela 9. T-test za nezavisne uzorke

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Tvdnje 15 skor	Equal variances assumed	,000	,989	-5,050	221	,000	-,38790	,07681	-,53928	-,23652

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Tvdnje 15 skor	Equal variances assumed	,000	,989	-5,050	221	,000	-,38790	,07681	-,53928	-,23652
	Equal variances not assumed			-5,129	161,626	,000	-,38790	,07563	-,53726	-,23855

Izvor: Istraživanje autorke.

Muškarci su u proseku imali viši skor na ovoj skali ( $M=2,45$ ,  $SD=,53$ ) u odnosu na žene ( $M=2,83$ ,  $SD=,55$ ), što nam potvrđuju rezultati t-testa ( $t(221) = -5,05$ ,  $p=,00$ ). Takođe na osnovu standardnih devijacija možemo zaključiti da su respršenja odgovora, kod muškaraca i žena bila veoma slična. S tim u vezi zaljučujemo da se stavovi ispitanika o pitanjima rodne ravnopravnosti ne razlikuju u odnosu na pol, čime odbacujemo hipotezu H4. Ovakav rezultat ukazuje i da nejednak tretman na radu, kome su prema odgovorima ispitanika češće izložene žene, nije proistekao iz iskustava i stavova samo jednog pola, već je potvrđen od strane i muškaraca i žena.

### Zaključak

Uprkos napretku i činjenici da je u sektoru turističkih delatnosti udeo ženske radne snage veći nego muške i dalje postoje značajne nejednakosti između polova. Unapređenje rodne ravnopravnosti jeste jedno od ključnih razvojnih pitanja, jer omogućava adekvatno korišćenje ženskih ljudskih resursa i direktno doprinosi poboljšanju kvaliteta života svih građanki i građana (Nacionalna strategija za rodnu ravnopravnost, 2021). Rodna pitanja na nacionalnom, regionalnom i globalnom nivou glavni su izazovi, sa kojima se suočavaju države, poslodavci i radnici u iskorišćavanju kapaciteta žena da više daju svoj doprinos u ekonomskom, političkom i socijalnom smislu (Baum, 2013). Neiskorišćenost ženskih ljudskih resursa, njihovog znanja i obrazovanja, te njihovo angažovanje na poslovima, koji su ispod nivoa njihovih kvalifikacija, predstavlja zapravo gubitak za ljudsku zajednicu (Hughson, Baćanović, 2014). Prema poslednjem merenom indeksu rodne ravnopravnosti u Srbiji pozitivni procesi posledica su povećanja participacije žena i muškaraca na tržištu rada, ali ne i smanjenja rodnog jaza u zaposlenosti, koji se, naprotiv, povećava u korist muškaraca. Stanje u poddomenu segregacije i kvaliteta rada beleži povećanje indeksa za samo 0,3 poena, i to usled blagog smanjenja segregacije na tržištu rada, odnosno

neravnoteže u zaposlenosti žena i muškaraca u sektorima obrazovanja, zdravlja i socijalne zaštite (Indeks rodne ravnopravnosti u Republici Srbiji, 2021).

Rezultati sprovedenog istraživanja ukazuju na neravnopravan položaj žena u sektoru turizma koji se ogleda u zauzimanju nižih radnih pozicija što je u korelaciji sa manjim učešćem žena na rukovodećim pozicijama. Isto tako rezultati pokazuju da su žene nešto više od muškaraca izložene diskriminatorskim obrascima ponašanja. Ovakvi rezultati potvrđuju ranija istraživanja iz razvijenijih ekonomija sveta prema kojima je rodna nejednakost na tržištu rada u sektoru turizma usko povezana sa vertikalnom i horizontalnom segregacijom (Baum, 2013; Santero-Sanchez et al. 2015; Carvalho et al., 2019; Hutchings et al., 2020). Sa druge strane ovo istraživanje ukazuju i na postojanje rodne ravnopravnosti kada je reč o postignutom stepenu obrazovanja muškaraca i žena. Da su pojedini oblici rodne neravnopravnosti prisutni, ali u ovom slučaju na štetu muškaraca, potvrđuju rezultati istraživanja prema kojima su muškarci češće od žena izloženi verbalnom ili fizičkom nasilju na radnom mestu. Rezultati istraživanja mogu doprineti boljem razumevanju pozicija i odnosa između polova na tržištu rada. Isti imaju naučnu i praktičnu primenu u poslovanju organizacija iz oblasti turizma, kao i drugih organizacija van turističkog sektora. Smanjenje svih oblika rodne neravnopravnosti uključujući i onu na radnom mestu ima višestruki efekat na sva područja društvenog razvoja. Kontinuirana istraživanja mogu ukazati na nedovoljnu primenu postojećih zakonskih okvira ili i pojavu novih oblika rodne neravnopravnosti na tržištu rada. Rezultati istraživanja se mogu sagledati u pravcu podrške osnaživanja žena na tržištu rada u turističkoj privredi, ali i generalno u društvu.

### **Ograničenja i budući pravci**

Pored doprinosa znanju u ovoj oblasti, ovo istraživanje ima nekoliko ograničenja. Jedno od ograničenja je to što je upitnik distribuiran onlajn, pa su u njemu učestvovali samo zaposleni koji su imali pristup Internetu, a to su pre svega visookobrazovni zaposleni čija radna mesta zahteva upotrebu računara. Potrebno je izraditi štampanu verziju upitnika, koji će obuhvatiti segment zaposlenih, koji ne koriste računare na radnom mestu, odnosno zaposlene na nižim radnim pozicijama, a koji su prema predhodno navedenim istraživanjima najčešće izloženi neravnopravnim uslovima na radu. Takođe, jedno od ograničenja je i veličina uzorka, koja bi u budućim istraživanjima mogla biti proširena na veći broj ispitanika obzirom da je samo u sektoru ishrane i pića u 2021. godini bilo zaposleno preko 86000 lica (Statistički kalendar Republike Srbije, 2022). Još jedno od ograničenja je to što se rezultati istraživanja ne mogu generalizovati usled različitog kulturnog porekla zaposlenih širom sveta, koje utiču na njihovu percepciju i stavove prema pitanjima rodne ravnopravnosti na radu.

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# THE LABOR MARKET IN THE TOURISM SECTOR THROUGH THE PRISM OF GENDER EQUALITY

**Danka Curaković<sup>2</sup>**

## ***Abstract***

*The labor market still strives to reach a full degree of gender equality, and therefore the subject of this paper is gender equality in the labor market in the tourism sector, as a sector dominated by female labor. The aim of the paper is the research of certain indicators of gender equality on the labor market in the tourism sector in Serbia. In order to achieve this goal, the existing domestic and foreign literature was initially investigated, and then an empirical investigation of quantitative indicators of gender equality was carried out. The research, conducted using a questionnaire, included 223 women and men employed in the tourism sector. The research examined the existence of differences between employed men and women according to the level of education achieved, type of work position and discrimination at work. The questionnaire also examined the attitudes of men and women regarding gender equality at work. The results of the research indicate the existence of gender inequality among employees in the tourism industry. The conclusion of the research indicates a scientific and practical contribution to the topic of gender equality in the labor market.*

**Keywords:** labor market, tourism sector, gender equality, men and women.

**JEL:** J16, Z3

## **Introduction**

Certain employment patterns classify tourism as a female industry. The largest share of the workforce in the tourism sector globally is made up of women (Baum, 2013; Global Report on Women in Tourism, 2019). However, their position is far from ideal. Tourism workers, regardless of gender, face a number of decent work challenges, which include a high incidence of informal employment relationships, employment insecurity, limited opportunities for advancement, limited workplace autonomy, limited social protection and poor working conditions (ILO Guidelines on Decent Work and Socially Responsible Tourism, 2017; Winchenbach et al., 2019), as well as lower wages than workers in other sectors (Brandt, 2018; Casado-Díaz, Simon, 2016; Lillo-Bañuls, Casado-Díaz, 2015; Silva, Guimarães, 2017). The majority participation of women in the

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<sup>2</sup>Danka Curaković, PhD student, University of Novi Sad, Faculty of Science, Trg Dositeja Obradovića 3, Novi Sad, Serbia; tourist inspector, Ministry of Trade, Tourism and Telecommunications, Youth Brigade 1, Belgrade - New Belgrade, Serbia; Phone: +381 64 2446144, E-mail: [danka.curakovic@gmail.com](mailto:danka.curakovic@gmail.com)

tourism sector means that women are more likely to face inadequate working conditions.

Women in the Republic of Serbia are still economically dependent on men, which diminishes their position and importance in the household and wider social community. According to data for 2019, 11.1% of women are unemployed, compared to 9.8% of men, while the rate of inactivity of women is as high as 52.9%, compared to 37.3% of men, mostly due to taking care of children and the elderly family members who need care (Ivanov, 2020). In every region of the world, women do disproportionately more unpaid domestic and childcare work than men (International Labor Organization, 2018). Also, women are still largely underrepresented in leadership positions, and there are reports of significant gender differences in job selection, financial benefits, employee development, entrepreneurship, and access to property, finance, and ownership of natural resources (Kieran et al., 2015; International Labor Organization, 2016; Seguino, 2016; Cuberes et al., 2019; Morsi, 2020).

This work aims to contribute to research on this topic through the research of indicators of gender equality on the labor market in the tourism sector. The work is divided into several parts. Through the review of the literature, research hypotheses were established. The following sections deal with research methodology, results and discussion of the obtained results, while the final part of this paper is reserved for conclusions with limitations of the study and recommendations for future research.

### **Literature review**

The tourism sector is dominated by female workforce. The World Tourism Organization reports that women make up 54% of those employed in tourism at the global level, and in many countries the employment rate of women in tourism is above the average rate of other sectors (Global Report on Women in Tourism, 2019). However, although women represent the majority of tourism workers, they are generally relegated to lower positions, are underrepresented in higher management positions, earn less than men, have more insecure jobs, etc. (Baum, 2013; Global Report on Women in Tourism, 2019; Hutchings, Moyle, Chai, Garofano, Moore, 2020). Tourism has the potential to empower women, but tourism employment is not isolated from the labor market (Jackman, 2022), so tourism's ability to facilitate women's economic empowerment and promote gender equality largely depends on how deeply gender norms are embedded in social, political and the legal landscape (Monney, 2018). Even in the most developed economies, the quality of work in tourism differs between men and women, with women suffering gender discrimination by having worse working conditions than their male counterparts (Santero-Sanchez, Segovia-Pérez, Castro-Núñez, Figueroa - Domecq, Talón-Ballester, 2015; Baum, 2015). The

concentration of women in the service sector and especially in low-skilled jobs within this sector has led to the so-called of the "post-industrial proletariat", which is particularly vulnerable to exploitation (Abrantes, P., Abrantes, M., 2014).

The first global report on women in tourism (Global Report on Women in Tourism, 2011) found that women make up a large part of the formal workforce in tourism; that they are well represented in jobs at the level of service and clerks, but that they are poorly represented at professional levels, and that women in tourism usually earn 10% to 15% less than their male colleagues. The International Labor Office also, more than a decade ago, highlighted the challenges faced by women in workplaces in the hotel industry, noting the following: "the gap between qualifications and workplace can be seen in the example of women, who make up 60- 70% of the workforce, where there is a tendency for unskilled and semi-skilled women to work in the most vulnerable jobs, where they are most likely to experience worse working conditions, have unequal opportunities or be exposed to violence, exploitation, stress and sexual abuse" (Baum, Wolfgang, 2010). However, in the last ten years there have been substantial changes, which relate to the existence of a greater awareness of gender equality issues; increased protection of women in tourism; making efforts to tackle the gender pay gap in the sector and increasingly paying attention to addressing women's employment rights (Global Report on Women in Tourism, 2019).

The labor market is still divided into women's and men's jobs, and access to managerial positions is difficult for women (Ahrens, Scheele, 2021). The service sector is polarized into high- and low-skilled jobs (Blackburn et al. 2002), which require attributes stereotypically labeled as feminine, such as caring and nurturing (Anker 1997; Charles, Grusky 2004; Estevez-Abe 2005).). Gender conditions the structure of occupations in hotels, which creates a vertical division of labor, according to which women generally accept jobs with worse wages and working conditions than men, and a horizontal division of labor, according to which women are concentrated in the lowest paid jobs (Huete, Brotons, Sigüenza, 2016). The gender division of roles is mirrored from the family sphere to the professional sphere, so women more often than men perform tasks such as preparation, cleaning, washing, ironing, and the like, while men, more often than women, are recruited for the jobs of bellboys, drivers, guards, and porters., transport and the like. Women are also, more often than men, employed as tourist guides, hotel housekeepers, sales agents in travel agencies, etc. Although the majority of women employed in the hotel industry believe that gender is not important for performing activities in the hotel industry and that gender is not taken into account when recruiting new staff, research on gender equality in the tourism sector in Vojvodina (Serbia) still confirms stereotypes, and even 83 % of respondents believe that some jobs are more suitable for men (waiter, carpenter, locksmith, electrician, chauffeur, security), and others for women (cook, maid,

hotel housekeeper, cleaner, receptionist) (Garača, Vukosav, Curaković, Bradić, 2020).

Research on gender equality at work states that in most sectors, management positions are still held by older men, while many women's careers stagnate in middle management positions (Jyrkinen, 2014). The World Economic Forum's Global Gender Gap Report (2018) estimates that it will take 202 years to achieve gender balance in boardrooms. In general, men still dominate the majority of company boards around the world (Freund, Hernandez-Maskivker, 2021). The numerical superiority of women in tourism positions is not reflected in the technical leadership or management of the sector (Baum, 2013). Women are underrepresented at executive levels, and those who are in executive jobs are mostly employed in micro-organizations and their own businesses (Morgan, Pritchard, 2019). In international hospitality, women still occupy less than 40% of all managerial and supervisory positions, of which less than 20% in general management, are identified as owners in less than 20% of hospitality establishments and only about 10% as hotel owners worldwide, and they make up between 5% and 8% of corporate board members of hotel companies (Obadić, 2016). Research conducted in Spain, one of the most developed tourist destinations, says that women employed in accommodation, travel agencies, tour operators and air transport make up 57% of the total number of workers in these three industries, but only a third of high-ranking positions are held by women, and only 3% are women. they become executive directors of tourism companies (Hosteltur, 2019). Researchers, organizations and individuals often refer to the glass ceiling of invisible barriers, which prevent women from rising to the top of management positions, despite having skills, experience and qualifications equal to their male colleagues (Hutchings, Moyle, Chai, Garofano, Moore, 2020).

More than 20 years ago, research also indicated significant differences in income between men and women employed in the tourism sector, according to which women earned less than their male colleagues (Biswas, Cassell, 1996; Purcell, 1996; Sparowe, Iveson, 1999). Although the gender gap is decreasing over time, it still remains an important factor in inequality in the labor market. Women still face lower wages for work of the same or similar value compared to men. Later research also indicates that in addition to women occupying more jobs in the hotel industry, they still earn less (Baum, 2013), and that there are greater differences in wages between men and women in the same or similar positions (Evers, Sieverding, 2014). However, the fact that the gender pay gap in tourism is lower than in other industries is encouraging (Global Report on Women in Tourism, 2019).

Due to worse basic indicators on the labor market, as well as relatively lower wages compared to men, which are partly a consequence of discrimination, women make up the absolute widest vulnerable group, i.e. the most numerous

group, whose members have a sensitive position on the labor market (Aleksić, Vuksanović, 2017). According to Kolin (2009), Serbia belongs to countries with a high degree of gender inequality in the labor market, which is characterized by: a decreasing rate of women's activity and a high rate of unemployment; extremely low level of representation of women in management positions, well-paid and prestigious jobs; inherited stereotypes in the choice of occupation, and the division into "male" and "female" occupations; high proportion of women without regular personal income; women's lower earnings compared to men's earnings; longer waiting times for work; high risk of poverty; difficult position of marginalized groups of women; serious exploitation of women's resources in the private domain and the heavy burden of the reproductive role; patriarchally inherited patterns about the place of women in the family and society, maintenance of traditionalism in modern conditions and others. Research by local authors on gender inequality of employees in the tourism sector indicates that women, although they predominate in the total number of employees, occupy lower positions, earn less, and their wages grow more slowly than men (Garača et al., 2019; Garača, Vukosav, Curaković, Bradić, 2020). According to the same research, the share of highly educated women during the entire observation period was higher than the share of highly educated men, but even so, their number in management positions was lower than that of men.

Based on the above, several hypotheses were put forward:

H1 - Women in the tourism sector have a higher level of education than their male counterparts.

H2 - Women in the tourism sector are employed in lower positions compared to men.

H3 - Women in the tourism sector are more often exposed to discrimination in the workplace than men.

H4 - Attitudes regarding gender equality at work differ by gender.

### **Research methodology**

The research was conducted with an online survey questionnaire, which was created using Google forms and distributed to e-mail addresses and through Facebook groups to employees in tourism companies. The survey included a sample of 223 respondents employed in various positions. The anonymity of the respondents was guaranteed. The research was conducted in the period from June to September 2019, which also represents the last year before the covid pandemic, when the labor market in the tourism sector was not affected by a major crisis. The sample includes respondents of all ages, who at the time of the survey were employed in organizations of the tourism industry such as: catering facilities for accommodation and food; tourist organizations at all levels; tourist agencies;

organizations for the transportation of passengers in tourism; tourist guides and travel companions. The socio-demographic characteristics of the respondents are presented in Table 1.

The survey questionnaire consisted of questions divided into four parts: general questions, which define the socio-demographic characteristics of the respondents; questions related to current employment, which define the characteristics and specifics of the respondent's working conditions; questions that investigate the respondents' attitudes regarding discrimination experiences at the workplace and questions related to the investigation of attitudes about gender equality.

Table 1. Socio-demographic structure of respondents (n = 223)

In total		Frequencies	percentage (%)
Gender	Men	77	34.53
	Women	146	64.47
Years	≤24	15	6,7
	25-34	106	47.5
	35-44	68	30.5
	45-54	18	8.1
	55-64	15	6,7
	65+	1	0.4
New education	High School	23	10.3
	College	33	14.8
	College	122	54.7
Type of job position	Operational affairs	108	48.4
	Operational management	24	10.8
	Middle management	37	16.6
	Senior management	54	4.22

Source: Research by the author.

Statistical data analysis using the SPSS 23.0 program was used in the analysis of the results obtained on the basis of the conducted empirical research. The following methodological procedures were used during data processing: arithmetic mean, standard deviation, frequencies and percentages; then the parametric technique of the T-test for independent samples, which tested the significance of the differences between the arithmetic means of the observed phenomena, and the non-parametric technique: Chi-square test, Kolmogorov-Smirnov and Shapiro-Wilk test.

### Results of research and discussion

The data presented in Table 2 shows that more than half of the respondents (54.7%) have higher education, and as many as 20.2% belong to the group with completed postgraduate studies (master's, master's, integrated and doctoral



studies); 14.8% have completed higher education, and only 10.3% have completed secondary school. Not a single respondent declared that he had completed only primary school. A large number of employees with lower professional qualifications, especially from the accommodation and food sector, which also accounts for the largest number of employees in tourism (82,459 employees in the accommodation and food sector compared to 4,782 employees in the activities of travel agencies, tour operators and reservations - Press release ZP22- G; 2020,), did not take part in the survey in the survey, for the reason that their jobs do not include the use of a computer, i.e. official e-mail, through which the survey was conducted.

Table 2. Crosstabulation of male and female respondents and level of education

			Level of Education				In total
			High School	College	faculty, academy, basic professional studies	master's degree, master's degree, integrated studies, doctoral studies	
Gender	Male	Frequencies	7	13	44	13	77
		percentage (%)	9.1	16.9	57.1	16.9	100.0
	Ladies	Frequencies	16	20	78	32	146
		percentage (%)	11.0	13.7	53.4	21.9	100.0
In total		Frequencies	23	33	122	45	223
		percentage (%)	10.3	14.8	54.7	20.2	100.0

Source: Research by the author.

The data further indicate that, when it comes to the level of education achieved, there is no significant difference between male and female respondents. Namely, the ratio of results is practically the same when it comes to the acquired level of education, which is confirmed by the result of the chi-square test in table 3 ( $\chi^2(3, N = 223) = 1.28, p = .74$ , so the p value is significantly above .05, thus rejecting the hypothesis H1, according to which women in the tourism sector have a higher level of education than their male colleagues.

Table 3. Chi-square test - level of education of male and female respondents

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	1,277	3	,735
Likelihood Ratio	1,291	3	,731
Linear-by-Linear Association	,136	1	,712
N of Valid Cases	223		

Source: Research by the author.

If we look at the type of job position (*Table 4*), the largest number of respondents are employed in positions in the category of operational jobs, followed by higher managerial positions, middle management, and operational management.

Table 4. Crosstabulation of male and female respondents and work position

			Type of job position				In total
			operational affairs	operational management	middle management	senior management	
Gen der	Male	Frequencies	28	8	14	27	77
		percentage (%)	36.4	10.4	18.2	35.1	100.0
	Ladies	Frequencies	80	16	23	27	146
		percentage (%)	54.8	11.0	15.8	18.5	100.0
In total		Frequencies	108	24	37	54	223
		percentage (%)	48.4%	10.8%	16.6%	24.2%	100.0%

Source: Research by the author.

Chi-square analysis (*Table 5*) established the existence of an association between the variables gender and work position ( $\chi^2(3, N = 223) = 9.45, p = .02$ ), that is, it was shown that in the given sample of employees, gender is not independent from the job position category. A more detailed analysis of the ratio of relative frequencies can be seen that over half (54.8%) of female members are employed in operational jobs (thus, the lowest ranked jobs), while among male members, slightly over a third of them (36, 4%). Female and male respondents are equally represented in operational and middle management positions (11% of women and 10.4% of men working in operational management positions; 15.8% of women and 18.2% of men in middle management positions). Finally, more than a third (35.1%) of male respondents work in senior managerial positions, while this is the case with only 18.5% of female respondents. This confirms hypothesis H2, according to which women in the tourism sector are employed in lower positions compared to their male colleagues. The presented results also indicate that far fewer women than men reach the highest managerial positions, which implies the

existence of barriers during career advancement, and which could be the subject of some future research, especially if we bear in mind that the number of women in the tourism sector and the level of their education are not hindrance factors.

Table 5. Chi-square test - association between gender and work position

	<b>Value</b>	<b>df</b>	<b>Asymp. Sig. (2-sided)</b>
Pearson Chi-Square	9,448	3	,024
Likelihood Ratio	9,333	3	,025
Linear-by-Linear Association	9,197	1	,002
N of Valid Cases	223		

Source: Research by the author.

Experiences of gender inequality at work examined through eight claims, set on the basis of literature and practice, and based on the research conducted in neighboring Croatia (Kamenov, Galić, 2011), are shown in table 6. The claims denote discrimination experiences that are most often encountered on the market. work. Respondents answered whether and how often a certain statement applies to them.

Analysis of data by gender on discrimination experiences in the workplace shows differences between men and women. However, encouraging data show that a significant percentage of both sexes declared that the above statements did not apply to them. It is also observed that a significant percentage of respondents of both sexes stated that they had never experienced any of the forms of discrimination in the workplace, which were indicated by these statements.

Table 6. Descriptive statistics of respondents' discrimination experiences at the workplace

Claims	Gender	It doesn't apply to me	Never	Yes, once	Yes, several times	Yes, often
I have not been hired	Male	25	19	7	22	4
	%	32.5	24.7	9.1	28.6	5.2
	Ladies	36	36	25	45	4
	%	24.7	24.7	17.1	30.8	2.7
	Ladies	27	97	19	3	0
	%	18.5	66.4	13.0	2.1	0.0
I received a lower salary than a colleague who does the same job	Male	18	25	11	12	11
	%	23.4	32.5	14.3	15.6	14.3
	Ladies	24	38	32	34	18
	%	16.4	26.0	21.9	23.3	12.3
I was denied training at work	Male	24	31	3	8	11
	%	31.2	40.3	3.9	10.4	14.3
	Ladies	31	64	12	15	24
	%	21.2	43.8	8.2	10.3	16.4
I was prevented from advancing to a higher position	Male	25	27	6	9	10
	%	32.5	35.1	7.8	11.7	13.0
	Ladies	35	55	21	15	20
	%	24.0	37.7	14.4	10.3	13.7
I experienced offensive comments/verbal violence at work	Male	10	32	10	16	9
	%	13.0	41.6	13.0	20.8	11.7
	Ladies	19	64	27	30	6
	%	13.0	43.8	18.5	20.5	4.1
I experienced sexual harassment at work	Male	12	57	4	3	1
	%	15.6	74.0	5.2	3.9	1.3
	Ladies	24	97	14	9	2
	%	16.4	66.4	9.6	6.2	1.4
I experienced physical violence at work	Male	12	56	5	4	0
	%	15.6	72.7	6.5	5.2	0.0
	Ladies	21	120	1	4	0
	%	14.4	82.2	0.7	2.7	0.0
Have you experienced unequal treatment in the workplace compared to other employees because you are male/female?	Male	8	48	6	12	2
	%	10.4	63.6	7.8	15.6	2.6
	Ladies	21	72	15	32	6
	%	14.4	49.3	10.3	21.9	4.1
I got fired	Male	15	43	14	4	1
	%	19.5	55.8	18.2	5.2	1.3

Source: Research by the author.

Analysis of data by gender on discrimination experiences at the workplace showed differences between men and women. Women more often than men report that they were not hired. On the other hand, men more often state that they were fired. Women more often than men state that they received a lower salary than a male colleague for the same job. When it comes to the denial of training at work, there are no significant differences between men and women, but that's why twice as many women than men stated that they were prevented from advancing at least

once. Nevertheless, there is an approximately equal share of men and women who state that they were prevented from advancing to a higher position several times or often. The analysis further shows that women more often than men have experienced offensive comments at least once, but that is why men more often state that they have experienced negative comments. A very large percentage of both men (45.3%) and women (43.1%) had experiences with verbal violence in the workplace. Women are almost twice as likely to experience sexual harassment in the workplace, while men are more often isolated from physical violence. Women, more often than men, state that they have had unequal treatment because of belonging to the female gender. With this analysis, we can partially confirm hypothesis H3, according to which women are more often than men exposed to discrimination in the workplace, bearing in mind that men are exposed to certain aspects of discrimination more often than women.

As part of the survey of attitudes regarding gender equality at work, 15 statements were analyzed (*Table 7*), which made up the scale of gender equality at work. Responses were also given on the same five-point Likert scale. The twelfth claim, whose statement is in the opposite direction from the others, is reduced first (so answers 1 and 2 are treated as 4 and 5 and vice versa). The average score for each respondent on this scale was calculated.

Table 7. Attitudes of employees on issues of gender equality at work

Claims	M	SD	Variance
1. Men are more easily employed than women	2.86	1,228	1,508
2. The best paying jobs are mostly reserved for men.	3.01	1,243	1,545
3. Women are paid less than men for doing the same job.	2.83	1,216	1,478
4. Women are fired more often than men.	2.73	1,260	1,587
5. Women experience sexual harassment at work more often than men.	3.94	1,129	1,275
6. The ability of women at work is more often underestimated than the ability of men.	3.25	1,273	1,621
7. Intellectual jobs are better for men	1.82	1,037	1,076
8. Women often, under the pretext of seeking equality, actually seek special privileges.	2.62	1,164	1,354
9. Men are more capable in making important decisions.	2.18	1,196	1,430
10. Women tend to exaggerate problems.	2.92	1,262	1,593
11. Men are better managers than women.	2.09	1,093	1,194
12. Women are just as dedicated to their work as men.	1.81	1,095	1,199
13. Men do not agree to work for such low wages as women.	2.91	1,293	1,673
14. Women generally receive less recognition for their work than men.	3.02	1,306	1,707
15. A career is more important to men than it is to women.	2.49	1,269	1,611

Source: Research by the author.

\*Explanation: M-arithmetic mean; SD-standard deviation

A higher score indicates a greater degree of gender inequality or attitudes that indicate a greater perception of the existence of gender inequality in the workplace. Thus, respondents find the highest level of inequality at work in the claims that women experience sexual harassment at work more often than men, that women's ability at work is more often underestimated than men's, that women generally receive less recognition for their work than men, and that they are the best paid jobs mainly intended for men. Respondents have the lowest degree of agreement with the statements that women are equally dedicated to their work as men, that intellectual jobs are better suited to men, and that men are better managers than women.

Given that the answers are normally distributed in both male and female respondents, as indicated by the Kolmogorov-Smirnov test (*Table 8*), as well as that the prerequisite of homogeneity of variances ( $F=.00$ ,  $p=.99$ ) was carried out is a parametric test of the difference between the responses of male and female respondents, i.e. t-test for independent samples (*Table 9*).

Table 8. Normality test

	Gender	Kolmogorov-Smirnov			Shapiro-Wilk		
		Statistics	df	Sig.	Statistics	df	Sig.
Claims 15 scores	Male	,113	77	,016	,973	77	,100
	Ladies	,063	146	,200*	,989	146	,293

Source: Research by the author.

Table 9. T-test for independent samples

		Levene's Test for Equality of Variances		t-test for Equality of Means						
		F	Sig.	t	df	Sig. (2-tailed)	Mean Difference	Std. Error Difference	95% Confidence Interval of the Difference	
									Lower	Upper
Claims 15 score	Equal variances assumed	,000	,989	-5,050	221	,000	,38790	,07681	-,53928	-,23652
	Equal variances not assumed			-5,129	161,626	,000	-,38790	,07563	-,53726	-,23855

Source: Research by the author.

On average, men had a higher score on this scale ( $M=2.45$ ,  $SD=.53$ ) than women ( $M=2.83$ ,  $SD=.55$ ), which is confirmed by the results of the t-test ( $t(221) = -5.05$ ,  $p=.00$ ). Also, based on the standard deviations, we can conclude that the

distribution of responses in men and women was very similar. In this regard, we conclude that respondents' views on issues of gender equality do not differ in relation to gender, thus rejecting hypothesis H4. This result also indicates that unequal treatment at work, to which women are more often exposed according to the responses of the respondents, did not stem from the experiences and attitudes of only one gender, but was confirmed by both men and women.

### **Conclusion**

Despite the progress and the fact that in the tourism sector, the share of female labor force is higher than male, there are still significant inequalities between the sexes. Improving gender equality is one of the key development issues, as it enables adequate use of women's human resources and directly contributes to improving the quality of life of all citizens (National Strategy for Gender Equality, 2021). Gender issues at the national, regional and global levels are the main challenges faced by states, employers and workers in exploiting the capacity of women to contribute more economically, politically and socially (Baum, 2013). The underutilization of women's human resources, their knowledge and education, and their engagement in jobs, which are below the level of their qualifications, actually represents a loss for the human community (Hughson, Baćanović, 2014). According to the last measured index of gender equality in Serbia, the positive processes are the result of the increase in the participation of women and men in the labor market, but not the reduction of the gender gap in employment, which, on the contrary, is increasing in favor of men. The situation in the subdomain of segregation and quality of work records an increase in the index by only 0.3 points, due to a slight decrease in segregation on the labor market, i.e. the imbalance in the employment of women and men in the sectors of education, health and social protection (Gender Equality Index in the Republic of Serbia, 2021).

The results of the conducted research indicate the unequal position of women in the tourism sector, which is reflected in the occupation of lower working positions, which is correlated with the lower participation of women in management positions. The results also show that women are slightly more exposed to discriminatory behavior patterns than men. Such results confirm earlier research from more developed economies of the world according to which gender inequality in the labor market in the tourism sector is closely related to vertical and horizontal segregation (Baum, 2013; Santero-Sanchez et al. 2015; Carvalho et al., 2019; Hutchings et al., 2020). On the other hand, this research also points to the existence of gender equality when it comes to the achieved level of education of men and women. That certain forms of gender inequality are present, but in this case to the detriment of men, is confirmed by the results of the research, according to which men are more often than women exposed to verbal or physical violence in the workplace. The results of the research can contribute to

a better understanding of the positions and relations between the sexes in the labor market. They have a scientific and practical application in the business of organizations from the field of tourism, as well as other organizations outside the tourism sector. Reducing all forms of gender inequality, including that in the workplace, has multiple effects on all areas of social development. Continuous research may indicate insufficient application of existing legal frameworks or the emergence of new forms of gender inequality in the job search field. The results of the research can be seen in the direction of supporting the empowerment of women on the labor market in the tourism industry, but also in society in general.

### **Limitations and future directions**

In addition to contributing to knowledge in this area, this research has several limitations. One of the limitations is that the questionnaire was distributed online, so only employees who had access to the Internet participated in it, primarily highly educated employees whose jobs require the use of computers. It is necessary to create a printed version of the questionnaire, which will cover the segment of employees who do not use computers at work, that is, employees in lower positions, and who, according to the aforementioned research, are most often exposed to unequal working conditions. Also, one of the limitations is the sample size, which could be expanded to a larger number of respondents in future research, given that over 86,000 people were employed in the food and beverage sector alone in 2021 (Statistical Calendar of the Republic of Serbia, 2022). Another limitation is that the results of the research cannot be generalized due to the different cultural backgrounds of employees around the world, which influence their perception and attitudes towards issues of gender equality at work.

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